

C.R.C

COLLEGE RADIO CORPORATION

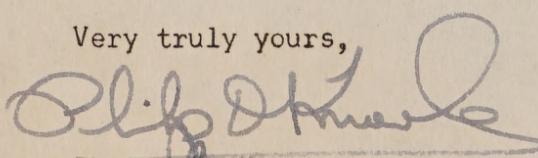
14 West 45th Street
New York 36, New York
February 21, 1955

Manager, Radio Station WCSR:

Response to CRC requests for STATION PUBLICITY materials has been surprisingly slow. Our newsletters for January 15th and 31st contained paragraphs urging each station to send us proof of its importance on the campus. We've tried to get across the idea that national advertisers demand this proof. When we go to them empty-handed, they buy time on NBC and tell us to get them "the facts".

In two weeks, we will be presenting The American Tobacco Company with reasons for renewing the Newscast Plan next year. "Did the University of Kaligania ever report putting up our posters?" "What kind of a station do they have at XYZ College?" "Does the name of our cigarette get publicity on Umpty-ump campus?" "Give us one good reason to continue spending all this money at Hooplah!"

If we are to sell for you, we must have PUBLICITY MATERIALS. Some stations realize this, frequently send in newspaper stories about their activities, brochures published by the station, and even pictures of sponsors' posters on campus. Can you help your own cause by doing the same? Give us proof of the fact that you are spreading the fame of Lucky Strike at your college or university!

Very truly yours,

Philip D. Knowles
Operations Manager

